

How can we continue to effectively communicate with patients through the creation of videos?

Cincinnati Children’s Hospital Medical Center Digital Navigation Suite

In collaboration with: John P. Perentesis, MD
Faculty Advisor: Todd Timney
When: Summer Semester 2018

The Opportunity

Since Spring 2015, LiveWell has completed thirteen consecutive semester projects with the Cancer and Blood Diseases Institute. The LWC team had the opportunity to create a video showcases the suite of digital products and services available to patients and families.

The Challenge

The LWC team created a video showing the expanding services as a means of providing a oncology patients with seamless end-to-end navigation of their journey from diagnosis, through treatment, and into survivorship.

The Approach

The LWC team worked closely with CCHMC staff and families throughout the entire design process. They created scripts, character design, and final animations. They ensured that the videos would clearly explain each topic and become a valuable tool for both patients and their medical team.

The Impact

This video introduces patients and families to CBDI as a network of world-class experts in clinical care and cancer research. The video was designed to allow patients to learn about topics before talking with their medical team, so that they are able to ask more informed and important questions. The videos could also be available for patients and families after their appointments, to re-watch at their leisure.

Where is it now?

Currently, a research study investigating the effectiveness of animation in improving health literacy is underway. The videos will be rolled out as part of this study in the coming months.

The video is available to view on CCHMC’s website and YouTube channel: <https://www.youtube.com/watch?v=t3duL9gKx8M>



1 Script Writing and Storyboards

The team developed scripts with the help of CCHMC experts and outside resources. They then developed storyboards within the context of the script to help lay out a visual narrative.

2 Visual Style

The character style was created by replicating the previous semester’s work.

3 Final Outputs

The LWC team built assets and solidified video development. Two final animated videos were produced.